

Message Text

UNCLASSIFIED

PAGE 01 BRUSSE 16362 281513Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----126227 281516Z /53

O 281506Z AUG 78
FM AMEMBASSY BRUSSELS
TO USDOC WASHDC IMMEDIATE
INFO SECSTATE WASHDC 8491
AMEMBASSY THE HAGUE
AMEMBASSY LUXEMBOURG
AMEMBASSY PARIS

UNCLAS BRUSSELS 16362

E.O. 11652: N/A
TAGS: BTIO, BEXP, BE, FR, LU, NL
SUBJ: CHANGE IN IMC, PARIS FY 79 PROMOTION EVENT SCHEDULE

USDOC FOR ITA/BED/PFIELD
PARIS PASS USIMC/COHEN

REF: FIELD-HALL TELECON, AUGUST 25, 1978

1. IN RESPONSE TO TELECON, AND WITHIN THE GUIDELINES
MENTIONED, WE OFFER THE FOLLOWING POSSIBILITIES IN ORDER
OF OUR PREFERENCE FOR A NEW EVENT FOR THE IMC/PARIS FY 79
SCHEDULE:

2. FIRST, A SOLO EVENT TO BE HELD AT THE CENTRE ROGIER
FOR THREE DAYS IN THE SECOND WEEK OF SEPTEMBER, 1979,
FEATURING AUTOMATION/INSTRUMENTATION EQUIPMENT ALONG
THE LINES OF THE PHILADELPHIA CONFERENCE TO BE HELD THIS
OCTOBER. RATIONALE: SUCH AN EVENT WOULD CUT
ACROSS THE INDUSTRY SECTORS MENTIONED IN OUR CCP AND
BEST PROSPECTS LIST, BUT WOULD FEATURE THE KINDS OF
EQUIPMENT FOR WHICH THERE IS A GROWING MARKET IN THE
BENELUX AND IN WHICH THE U.S. HOLDS A COMMANDING LEAD IN
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BRUSSE 16362 281513Z

MOST IF NOT ALL SECTORS. DETAILS: PRELIMINARY ENQUIRIES
INDICATE THAT WE COULD RENT 750 SQUARE METERS ON THE
GROUND FLOOR OF CENTRE ROGIER FOR APPROXIMATELY \$1,000
PER DAY PLUS ELECTRICITY, HEATING AND INSURANCE.

3. SECOND, PARTICIPATION IN GARAGE 79 TO BE HELD IN THE
CENTRE ROGIER MARCH 17-19, 1979. RATIONALE: U.S.

EXPORTS OF AUTOMOTIVE EQUIPMENT TO BELGIUM AMOUNTED TO \$67.8 MILLION IN 1977, ACCORDING TO COMMERCE'S PRELIMINARY FIGURES. THIS REPRESENTS AN INCREASE OF 7.8 PERCENT OVER 1976, IN SPITE OF THE RECESSION IN BELGIUM. MORE THAN HALF OF THE U.S. AUTOMOTIVE EQUIPMENT IMPORTED INTO BELGIUM WAS REPLACEMENT PARTS AND ACCESSORIES. DETAILS: THE DEADLINE FOR SPACE RENTAL IN GARAGE 79 IS JANUARY 1979, SO WE SHOULD STILL BE ABLE TO GET ADEQUATE SPACE FOR MAJOR PARTICIPATION. QUOTED RENTAL RATES ARE 19,000 BF PER TWELVE SQUARE METERS SO 750 SQUARE METERS WOULD COST APPROXIMATELY \$38,300 (AT 31 BF/\$1) INCLUDING BASIC STAND CONSTRUCTION. UTILITIES, DECORATING AND STAND CLEANING WOULD BE EXTRA.

4. A THIRD POSSIBILITY WOULD BE TO PARTICIPATE IN HOMELECTRIC 79 AT THE CENTRE ROGIER FROM APRIL 16-19, 1978. THIS BIENNIAL, PROFESSIONAL SHOW FEATURES HOUSEHOLD ELECTRICAL APPLIANCES. WE ARE NOT RPT NOT ENTHUSIASTIC ABOUT THIS SHOW BECAUSE WE BELIEVE EUROPEAN MADE GOODS REMAIN MORE ATTRACTIVE TO BELGIANS THAN U.S. GOODS IN THE FIELD AT THIS POINT. ONE OF THE MAJOR PROBLEMS IS STILL THE LACK OF A BROAD RANGE OF U.S. APPLIANCES MEETING EUROPEAN ELECTRICAL SPECIFICATIONS (I.E. 220 V/50 HZ).

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BRUSSE 16362 281513Z

5. WE ASSUME, OF COURSE, THAT IF WE PARTICIPATE WITH USIMC/PARIS IN ANY OF THESE SHOWS, THE FY 79 CCP WOULD HAVE TO BE SUBSTANTIALLY REVISED. CHAMBERS

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 28 aug 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BRUSSE16362
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780351-0145
Format: TEL
From: BRUSSELS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780815/aaaaalyg.tel
Line Count: 97
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 7510635a-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1594943
Secure: OPEN
Status: NATIVE
Subject: CHANGE IN IMC, PARIS FY 79 PROMOTION EVENT SCHEDULE USDOC FOR ITA/BED/PFIELD PARIS PASS USIMC/COHEN
TAGS: BTIO, BEXP, BE, FR, LU, NL
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/7510635a-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014